

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1. Conclusion

Metaphor is an analogy to compare one object with another. Metaphor consists of two domains, namely target domain and source domain. Target domain is a subject of comparison. Meanwhile, source domain is a thing which is used to describe the target. Lakoff and Johnson divided metaphor into three types.

Ontological metaphor is one of metaphor type. Ontological metaphor occurs when abstract thing, experience, or process which does not have a certain physical characteristic is considered as concrete thing. There are three types of ontological metaphor. The first one is entity metaphor. In entity metaphor, our experience about physical thing will help us in comparing abstract thing with real thing. The second one is container metaphor. Container metaphor is an abstract or live entity as a space to go in and out. The last one is personification. When a dead thing, whether abstract or concrete thing, is treated like human who can do something, it is called personification.

Ontological metaphor can be found in newspaper. In the three articles of *Jakarta Post* about export-import and finance in Indonesia issued from August 2017 to February 2018, words and phrases containing ontological metaphor are found. There are twenty ontological metaphors from three articles. Yet, from those ontological metaphors there are only two kinds of ontological metaphors are found, namely entity metaphor and personification.

Meanwhile, container metaphor cannot be found. From twenty ontological metaphors, entity metaphor is eleven, meanwhile personification is nine. There is one article which just has entity metaphor and does not have others.

From the findings above, it is concluded that the most common metaphor used in economic news, especially about export-import and financial is entity metaphor. It is because there are terms of economic used in economic news. These terms are included in entity metaphor. Personification is used to make more impact about the news to readers.

The finding also shows that journalist ignored to use all of characteristics of newspaper language. They did not use simple, clear, and populist language by using metaphors. It is because they need to take people interest to read their news. This is one of their strategies.

#### **4.2. Suggestion**

The purpose of this research is to identify ontological metaphor used in newspaper. The writer hopes this research can be reference for reader to be more selected in understanding the language of news, especially about economy issue. As this research only studied about ontological metaphor, the writer hopes for there will be researchers who study about other metaphors issues in writing media, so it will be easy for people to understand the meaning in the news.